

*Nemo* WEEK IN GOOD STORES EVERYWHERE

FRONT

BACK

N°330 \$3<sup>99</sup> N°321 \$3<sup>99</sup> N°406 \$4<sup>99</sup> N°522 \$5<sup>99</sup>

*Nemco* **LASTIKOPS** CORSET SYSTEM

## AN EXPOSITION OF THE WONDERFUL NEW RESULTS PRODUCED BY THE USE OF LASTIKOPS WEBBING

NEMO WEEK for 1911 is an event of vast importance to millions of women, because it marks the completion of the most remarkable line of corsets ever produced—the new *NEMO LASTIKOPS CORSET SYSTEM*.

Since our great "Innovation Sale," last January, we have made constant additions to this System, so that nearly all dealers should be able to show, this week, a complete variety of models for women of *EVERY FIGURE*, from *EXTREMELY SLENDER* to *EXTRA-STOUT*.

THE MOST PERFECT CORSETS  
These Are THE GREATEST CORSET VALUES Ever Offered

Lastikops Webbing is the ONLY elastic fabric ever made that DOES NOT LOSE ITS ELASTICITY. We guarantee it to wear as long as the corset. It is our own patented invention, used ONLY in Nemo Corsets. It enables us to assure you greater figure-reduction than can be produced by any other corsets—and this with a delightful sense of comfort and complete hygienic safety.

*Nemos Outwear All Other Corsets Because They Represent Twice as Much Actual Value in Material and Making—and You Pay Nothing Extra for the Nemo-Special Features and Service*

Nemo Corsets have always been in a class alone, and now the marvelous style and health effects produced by the use of our semi-elastic Lastikops Webbing have placed Nemos so far above and beyond all ordinary corsets that competition has been actually eliminated.


**Newest "Self-Reducing" Models in the Nemo Lastikops Corset System**  
 WITH LASTIKOPS FLATNING-BACK      LASTIKOPS-LIMSHAPING EXTENSIONS      WITH LASTIKOPS BANDLET

See cut of No. 321, above. Broad bands of Lastikop Webbing across the lower lower hip produce extreme reduction with the modish *à la mode*. Self-Reducing front:

See cut of No. 406, above. The elastic bands reduce upper limbs to natural size—you tie tight gown will fit without a ridge or wrinkle, yet you can sit down with ease.


See cut of No. 522, above. Greatest reducing corset ever made, and endorsed by physicians. The semi-elastic Bandlet gives perfect support from under the girdle.

o. 319—with low bust } <b>\$3.00</b>	No. 406—with low bust } <b>\$4.00</b>	No. 523—with low bust } <b>\$5.00</b>
o. 321—with high bust }	No. 408—with high bust }	No. 522—with high bust }



**Nemos for Slender Figures  
and for Women of Medium Form**

Stout women no longer have a monopoly of Nemo style and comfort. SLENDER women now have FIGURE-REDUCING CORSETS all their own—just as comfortable and HYGIENICALLY PERFECT as the more famous Self-Reducing.



The illustration of No. 330 shows how the transverse bands of Lastikop Webbing firmly hold the abdomen in place, no matter how much you pull the long skirt in. This ingenious device banishes all dangers of tight lacing.

stops that "bearing down" feeling which every woman dreads, and gives a grateful sense of ease and comfort. There are four models:

No. 330—With medium bust and long skirt  
No. 331—With low bust and extra-long skirt  
No. 332—With extra-high bust and long skirt  
No. 333—With short giraffe top, very long skirt

**\$300**

These Corsets completely solve the problem of FASHIONABLE SLENDERNESS for women of slight or medium form. These, and the other models in the Nemo Lastikons Corset

System, are the **ONLY** very long corsets for slender figures that are comfortable when the wearer is seated.

*Nemo* No. 504

without them. Nemo imitations can be sold **ONLY** to women who **MISTAKE** them for the **GENUINE** Nemo.

**Nemo Corsets Are Sold Everywhere** You may as well enjoy

Nemo style and ease with the millions of other women. Go to your favorite dealer this week, and be carefully fitted in a Nemo that suits your figure. But be SURE that

about \$1,500,000.

That the "Queen City of the East" would rise undiscouraged from her ashes without the necessity of asking for outside help, was the sentiment

expressed to-night by Mayor Charles W. Mullen and representative citizens. Most of those who lost property are well-to-do, and only seventy-five fami-

Search was made of the ruins to-day for possible victims, but to-night only two were accounted for as dead. Only a few were injured, and none

or, Me., May 1.—Between \$2-  
and \$3,000,000 will cover the  
total loss of the fire which de-  
stroyed approximately 285 residences  
seriously.  
Armed troops patrolled the streets  
to-night under orders to shoot in case  
of palpable looting.  
Despite the cold rain of the early

about 100 business structures in the morning, there has been little suffering. To-night the city was in darkness, the electric service being still disabled. Service agencies involved estimate they will lose 6 per cent., disrupted by the burning of the branch 400,000 housekeepers.

**Ryan, Smith & Co.**